

Inside TRALA

TRALA AND NPTC DEVELOP "BEST PRACTICES" PROGRAM -

TRALA and the National Private Truck Council (NPTC) are seeking to identify common characteristics in equipment use, maintenance, and operation currently utilized within both industries to enhance safety and professionalism. Truck lessors and private carriers have long been recognized within the motor carrier industry as leaders in the operation of the safest and most modern equipment. TRALA and NPTC will focus



TRALA



on those attributes in vehicle equipment and operation that their members share, and that are believed to contribute to improved safety performance.

Initial efforts of the joint project will focus on the development of a survey to sample a portion of both TRALA and NPTC members on a voluntary

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CALENDAR OF EVENTS

- | | |
|---------------------------|---|
| June 26-27, 2001 | Management and Operations Committee Meeting
Washington, DC |
| September 17, 2001 | 7th Annual Larry Miller Memorial Golf Tournament
Kemper Lakes Golf Course,
Long Grove, IL |
| October 3-7, 2001 | TRALA Fall Leadership Meeting - Resort at Squaw Creek, Lake Tahoe, CA |

Visit www.trala.org for additional industry events.

NEW TRALA LEADERS SELECTED AT ANNUAL CONFERENCE -

Reed Murphy, President of MHC Truck Leasing, Kansas City, MO, began his term as 2001-2002 *Chairman* at TRALA's annual conference. Reed accepted the gavel from outgoing *Chairman*, Thomas D. Brown, President of Brown NationalLease, Des Moines, IA.



Reed Murphy
Chairman

Five officers were elected: *First Vice Chairman*, William Ford, President, NationalLease, Oakbrook Terrace, IL; *Second Vice Chairman*, Terry Young, President, Volvo & GMC Truck Leasing of Carolina, Charlotte, NC; *Treasurer*, Frank Walter, President, Palmer Leasing Group, Indianapolis, IN; *Secretary*, Arthur Wolpert, AMI Leasing, Worcester, MA. Peter J. Vroom was named *President* of TRALA and J. Michael Payne remains *CEO*.



William Ford
First Vice
Chairman

TRALA welcomes seven new directors: Michael Cancelliere, Vice President of North American Sales, International Truck and Engine Corporation, Warrenville, IL; Phillip Hirsch, Vice President, CitiCapital, Harrison, NY; Duane Johnson, General Manager, Inland Kenworth, Coquitlam, BC; Scott Kress, Vice President, Business Development and Industry Relations, Mack Trucks, Inc., Allentown, PA; Don Krom, Leasing Manager, Southeastern Leasing & Rental Company, Charlotte, NC; Robert Shingle, President, PRIMMS, L.P., a NationalLease Affiliate, Oakbrook, IL; and Charles Sommer, President, Public Service Truck Renting, Inc., Long Island City, NY.



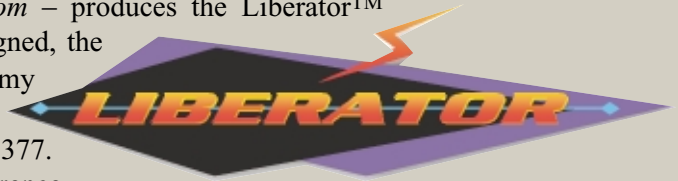
Terry Young
Second Vice
Chairman

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TRALA MEMBERSHIP GROWTH CONTINUES

TRALA has added eleven associate members to its membership roster since the beginning of the year. Several of these companies sent representatives and exhibited at TRALA's annual conference. Please welcome these new members and their representatives.

Advanced Exhaust Technologies – www.liberatormuffler.com – produces the Liberator™ Muffler, a passive noise cancellation system. Uniquely designed, the Liberator™ produces little back pressure improving fuel economy by .3 to 1.2 mpg and increasing engine performance. Dick Bergesen, President and CEO, can be contacted at (248) 373-8377. Advanced Exhaust Technologies was sponsored by Steve Lawrence.



Mercedes-Benz Credit Corporation – www.mbcctrucks.com – is the premier diversified financial and insurance services provider for Freightliner LLC products. MBCC provides wholesale, retail, and lease financing programs for its affiliates' trucks, tractors, and trailers. Contact Michael Clemmer, Director of Marketing and Insurance, at (800) 659-4444 for further information regarding MBCC services.



**Mercedes-Benz
Credit Corporation**

Pixar Logistics Inc. offers leasing, sales and rentals of new and used semi-trailers. In-house financing is available at competitive rates for large or small fleets. Flexibility and top-notch customer care makes Pixar Logistics the number one choice for your trailer needs. Gilles Lefebvre, President of Pixar Logistics, can be reached at (514) 636-7421.



The **What's Hot** section on TRALA's website – www.trala.org – contains direct links to all TRALA Technology Fair exhibitors including new member participants. Each time the web page is opened a different TRALA exhibitor is featured. Future issues of *Inside TRALA* will highlight additional new companies.

NEW TRALA LEADERSHIP (CONT.) -

Additionally, Brian Hard, President, Penske Truck Leasing Co., L.P., Reading, PA and Tony A. Pope, President, CT Group, Claremont, NC, returned to TRALA Board service.

TRALA also welcomes five new committee chairmen:

- ♦ Annual Meeting Program Committee, Jerry Kress, Carmenita Leasing, Santa Fe Springs, CA
- ♦ Consumer Truck Rental Council, Pat Crahan, U-Haul International, Phoenix, AZ
- ♦ Government Relations Committee, James A. Rosen, Penske Truck Leasing Co., L.P., Reading, PA
- ♦ Membership Committee, Paul DeCarolus, DeCarolus Truck Rental, Rochester, NY
- ♦ TRALA Founders Scholarship Committee, Charles J. Bumb, Cummins Inc., Columbus, IN



Arthur Wolpert
Secretary

TRALA would like to recognize and thank its outgoing officers and directors for their service:

- ♦ *Secretary*, Thomas Fleming, AIM National Lease, Girard, OH
- ♦ *Treasurer*, Brian Hard, Penske Truck Leasing Co., L.P., Reading, PA
- ♦ Charles J. Bumb, Cummins Inc., Columbus, IN
- ♦ Scott Freeman, Mack Trucks, Inc., Allentown, PA
- ♦ Brian Hogan, Hogan Motor Leasing, Inc., St. Louis, MO



Frank Walter
Treasurer

Finally, TRALA would like to thank the following outgoing committee chairmen for their dedication and hard work:

- ♦ Annual Meeting Committee, Frank Sheehan, Dana Heavy Truck Group, Ottawa Lake, MI
- ♦ Consumer Truck Rental Council, James A. Rosen, Penske Truck Leasing Co., L.P., Reading, PA
- ♦ Government Relations Committee, Tony A. Pope, CT Group, Claremont, NC
- ♦ Membership Committee, Jerry Kress, Carmenita Leasing, Santa Fe Spring, CA
- ♦ Founders Scholarship Committee, Stephen Lawrence, Lawrence Transportation Co., Red Wing, MN

THE TRUCK RENTING AND LEASING ASSOCIATION'S NATIONAL LEADERSHIP CONFERENCE & 23RD ANNUAL MEETING

TRALA's annual conference took place at the Doral Golf Resort & Spa in Miami, Florida, March 28 - April 1. More than 450 executives and spouses took part in this year's meeting, "Partners for Safe and Efficient Transportation."

Government relations was once again an important aspect of the TRALA meeting. The **Government Relations Committee**



discussed state and federal vicarious liability, apportioned corporate income tax, state property tax reform, vehicle registration issues, privacy legislation, and more.

A forum on "Used Truck Inventory Surplus" followed the Government Relations Meeting. Attendees heard forecasts and estimates on the used truck surplus problem and discussed possible responses.

The government relations councils also met in conjunction with the annual conference. The **Consumer Truck Rental Council** discussed TRALA-sponsored reimbursement fee legislation that has subsequently become law in three states. The **Trailer Leasing Council** discussed state property taxes, permanent trailer plates and the implementation of the California Trailer Registration Program. The **Finance Leasing Council** further discussed the used truck surplus and was briefed on potential changes in lease accounting. Minutes of these meetings can be found on the TRALA web site at www.trala.org.

Government relations yielded to TRALA's associate members with the opening of the Transportation Technology Fair. Forty-six companies exhibited their latest products and services directly benefiting the truck renting and leasing industry. Attendees leisurely walked through the four-hour fair and learned



about these companies while picking up many freebies. Attendees also registered to win more than a dozen prizes given out by various companies, including a grand prize from TRALA.

Beyond the business meetings, speaker presentations, and

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2001 TECHNOLOGY FAIR EXHIBITORS

Advanced Exhaust Technologies
Allison Transmission
AmeriQuest Transportation & Logistics Resources
ARINC
ArvinMeritor
Bendix Commercial Vehicle Systems
Carlisle
Carrier Transicold
Castrol Heavy Duty Lubricants
Commercial Carrier Journal
DAC Services
Fleet Equipment
Fleet Owner Magazine
Fleetguard/Nelson
Ford Credit - Commercial Lending Services
Freightliner Corporation
General Motors Isuzu Commercial Truck
Grumman-Olson Industries, Inc
Hendrickson International
Horton, Inc.
Imperial, Inc.
International Truck & Engine Corp.
Interstate Batteries
Jost International
Karmak, Inc.
Kidron, Inc.
Leyman Manufacturing Corp.
Maxon Lift Corporation
Michelin North America, Inc.
Morgan Corporation
National Seating Company
Newport Communications
The Polk Company
Qualcomm
ReycoGranning Suspensions
Richer Systems Group Inc.
Southfork Asset Management Corp.
Sterling Truck Corporation
Stoughton Trailers, Inc.
Successful Dealer
Supreme Corporation
Trailmobile Trailer LLC
Transport Topics
Waltco Truck Equipment Company
Xata Corporation
Yokohama T

THE TRALA NATIONAL LEADERSHIP CONFERENCE WOULD NOT BE COMPLETE WITHOUT THE VARIETY OF PROGRAMMING AND HOSPITALITY EVENTS MADE POSSIBLE THROUGH THE GENEROUS AND LOYAL SUPPORT OF OUR CONFERENCE SPONSORS.

TRALA WOULD LIKE TO RECOGNIZE THE 2001 CONFERENCE SPONSORS:

EVENT SPONSORS

Allison Transmission
ArvinMeritor, Inc.
Bridgestone/Firestone, Inc.
Castrol Heavy Duty Lubricants, Inc.
Caterpillar, Inc. - Truck Engine Division
Cummins Inc.
Dana Heavy Truck Group
Detroit Diesel Corporation

Eaton Corporation
Ford Credit - Commercial Lending Services
Freightliner Trucks
General Motors Fleet and Commercial Operations
General Motors Isuzu Commercial Truck L.L.C.
Goodyear Tire & Rubber Company
Great Dane Trailers

Harco National Insurance Company
International Truck and Engine Corp.
Mack Trucks, Inc.
Michelin North America
Transolver Finance
Utility Trailer Manufacturing Company
Volvo Trucks North America, Inc.
XATA Corporation

BUSINESS PROGRAM SPONSORS

Bandag, Inc.
Bendix Commercial Vehicle Systems
Commercial Vehicle Systems, Inc.
Comprised of National Seating Company/Moto Mirror/Prutsmann
Fleetguard/Nelson
Fontaine International, Inc.

Ford Motor Company - North American Fleet Operations
Grumman Olson Industries, Inc.
Horton, Inc.
Kenworth Truck Company - A Division of PACCAR, Inc.
Kidron, Inc.
Maxon Lift Corporation
t International Pool (TIP)

Morgan Corporation
Peterbilt Motors Company - A Division of PACCAR, Inc.
Qualcomm, Inc.
ReycoGranning Suspensions
Southfork Asset Management Corp.
Sterling Truck Corporation
Supreme Corporation

GOODWILL SPONSORS

Continental Tire North America Inc.
GRA-MAG Truck Interior Systems, L.L.C.

Hendrickson International
HINO Diesel Trucks (USA), Inc.
Karmak Inc.

Stoughton Trailers
Transpor

ANNUAL MEETING (CONT.) - technology fair, participants enjoyed numerous social activities. The weather fully cooperated, and the setting at the Doral pool was ideal for the welcoming reception and buffet. The TRALA golf tournament was played under sunny but extremely windy conditions. This seemed to suit Ron Horstman of Truckway National Lease just fine as



he scored his first ever hole-in-one.

At the farewell conference banquet, Mike and Mary Payne, who will retire at the end of the year, were honored by the

TRALA membership for their many years of service and accomplishments. Sheila Ford, Charlie Bumb, and Tony Pope spoke for the entire membership in thanking them and wishing them well in the future.



Finally, mark your calendar. Preparations are already underway for next year's National Leadership Conference and 24th Annual Meeting at the Loews Coronado Bay Resort in San Diego, California, April 3-7, 2002. ■



EXECUTIVE PROFILE: TRALA CHAIRMAN REED MURPHY, III

**PRESIDENT
MHC TRUCK LEASING, INC.
KANSAS CITY, MISSOURI**

Congratulations to Reed on his election as TRALA's 2001-2002 Chairman.

What does being TRALA chairman mean to you?

Being TRALA chairman is an honor and an opportunity to give back to an industry that has provided for our employees and my family.

My experience on the TRALA board has been very rewarding. The relationships that have developed mean a lot to me. We are fiercely competitive in the market but can work together on issues that are important to us as a whole. It is also nice to work with the TRALA staff - they are professional and operate with a sense of urgency that I appreciate because it's similar to how a lot of us run our businesses.

What are your major priorities as TRALA chairman?

Consolidation within our industry poses a genuine challenge to TRALA because it means a reduction in dues paying members. It is putting pressure on our operating budget. We will be reviewing our dues schedule as well as working to develop additional sources of revenue.

We will continue to focus on forming alliances or, at the least, very good working relationships with other transportation trade associations to best leverage our resources.

As Tom Brown discussed at our annual meeting, we will be investigating how to brand our industry and our association. We will be working with the TRALA staff, membership, and board to further define what this will involve.

We will carry on the work of providing value to our members. It is a real honor to lead an organization that represents virtually 100 percent of the industry. Our membership is committed to TRALA and has

done a wonderful job supporting TRALA by sharing their ideas and investing their time participating on the board, councils, and committees.

Where else should TRALA focus its energy?

As the economy has slowed, states are looking for additional revenue sources too. We have to be ever vigilant to protect the interests of leasing.

I'd like to see us gain a victory on vicarious liability reform and be successful in defending our members on the corporate income tax issue.

The used truck issue presents a challenge. Many of our members have lost equity in their business because of reduced used truck values.

And we will develop a plan for branding our industry, association, and members to more effectively get our message out to legislators, customers and potential customers, and the public that we operate the newest, safest and most environmentally friendly vehicles on the road today.

We also must make sure that TRALA has the resources to continue to battle for us collectively.

Tell us a bit about MHC Truck Leasing.

Well, first of all, we just recently changed our name from Lease Midwest, Inc. Many of our employees and customers alike wanted to see the organization go to the market as one single, unified entity. The goal is to build a brand and more effectively communicate the value MHC offers the customer.

The business began as Ozark Kenworth, Inc., when my father and Ken Hoffman started it in Springfield, Missouri in 1975. Today, we operate 26 heavy duty truck dealerships representing Kenworth, Sterling, Ford, Volvo, UD, and Hino Trucks. We also operate the Carrier Refrigeration franchise in three markets and, of course, MHC Truck Leasing.

In February of 1982, we started in the full-service truck rental and leasing business by establishing the PacLease Truck Rental franchise in Kansas City, MO. Today we operate leasing operations in eleven cities in dedicated facilities. We have approximately 1,500 vehicles operating from domiciles in Missouri, Kansas, Colorado, Oklahoma, Arkansas, and Tennessee.

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EXECUTIVE PROFILE (CONT.) -

How long have you been with MHC, and what was your first job with the company?

I've been fortunate to be able to work in almost every part of the business - shop porter, at the parts counter, in sales and administration. My first full-time job with MHC was as sales coordinator at Midwest Kenworth, twenty years ago. Nine months later we started MHC Truck Leasing. I transferred and went to work in leasing. It was a two-man operation so I took the roles of rental manager, service manager, office manager, truck washer...whatever needed to be done.

Finally, what you would like your TRALA colleagues to know about you personally?

I'm 42 years old. Martha and I have been married for 15 years and we have a son who is two years old. I work with three brothers and my father. It has worked well because of the commitment and common goals we have. We enjoy each other's company away from work too. It's a crowd when all 28 of us, including nieces and nephews, get together.

I enjoy spending time with family and friends. We have a place at the Lake of the Ozarks in Missouri. I like boating, water skiing, fishing, and golfing. ■

"BEST PRACTICES" PROGRAM (CONT.) -

basis to gain more information on practices currently in use. This information will be tabulated without attribution to show aggregate information on the practices in place within the two industries. It is expected that the data will identify trends in equipment use, maintenance, and vehicle operation that correlate with increased safety.

TRALA and NPTC have met with officials at the U.S. DOT to discuss the proposed program and it's potential value in quantifying those characteristics that are most likely to improve overall safety performance. DOT is very supportive of the concept, and is anxious to assist in promoting practices that will result in safer highways and saved lives. A similar voluntary program by the airlines is already under development with the FAA, and may serve as a useful guide to TRALA, NPTC, and other groups that may wish to share and benefit from this information in the future.

The survey results should give TRALA and NPTC detailed and credible information to use in their work with regulatory agencies, legislatures and the media. ■

CONGRATULATIONS TO SANTOS FLORES, TRALA'S 2001 DRIVER OF THE YEAR -

On March 31, Santos Flores, accompanied by his wife Nina, was presented with the 2001 TRALA Driver of the Year award at the final banquet of TRALA's National Leadership Conference. Mr. Flores, nominated by Ryder System, has been a driver for The Oneta Company (DBA Pepsi Cola) for 39 years. During that time, he has logged more than 4.8 million accident free miles.

Mr. Flores' commitment to safety was only one factor that made him the 2001 Driver of the Year. Away from the job, Mr. Flores is an active member in his community where he has served as president of his church's Sunday School program and performs volunteer work for the local Boy Scouts. His impressive community service record and numerous acts of heroism, including risking his own life to rescue two injured men from a burning vehicle, ultimately set Mr. Flores apart from the other distinguished nominees.

Special thanks to all the TRALA members who submitted nominations for the 2001 Driver of the Year. Each nominee exemplified the qualities that characterize the professionalism of the truck renting and leasing industry. ■



Driver of the Year winner, Santos Flores, with his wife Nina

The Truck Renting and Leasing Association is a voluntary, non-profit national trade association, organized in 1978 to provide a unified and focused voice for the truck renting and leasing industry. The industry is responsible for nearly 40 percent of all new commercial trucks, Classes 3 through 8.

TRALA's mission is to foster a positive legislative and regulatory climate within which those companies engaged in leasing and renting trucks and trailers, as well as related businesses, can compete without discrimination in the U.S. marketplace.

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